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April 29, 1983

Ms. Karen Eisen  
PHILIP MORRIS U.S.A.  
120 Park Avenue  
New York, NY 10017

Dear Karen:

As you know, we departed somewhat from past test market tracking tradition in the Players/Raffles project by including all county telephone prefixes. In the past, any telephone prefix that crossed county lines was thrown out of the sample, thereby understating the population of the test market area.

For Players/Raffles, all prefixes were kept in the sample and a screening question was added to determine county residence. A total of 19,898 respondents were asked the county residence question across all three test markets. A total of 822 responded with an ineligible county or "don't know", which represents 4.1%. Since this is a small percentage, I believe that it justifies continuing the sampling procedure used for Players/Raffles, and to some degree we can state that the data is more representative of the geographic test market sampled.

Please let me know if I can provide any additional information.

Sincerely,

William E. Kendall  
Executive Vice President  
WINONA/Minneapolis

WEK:rms

cc: Ms. Jeanne Bonhomme (PHILIP MORRIS U.S.A.)  
Mr. Jon Zoler (PHILIP MORRIS U.S.A.)

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